Singapore Lions Enter New Era: Adidas Becomes Official Kit Sponsor in Landmark FAS Partnership

Description

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A new chapter has begun for Singapore football. The Football Association of Singapore (FAS) has officially confirmed Adidas as the Singapore Lionsâ?? new official kit sponsor, bringing one of sportâ??s most iconic brands into partnership with the national team for the first time. The announcement, made on 1 August 2026, marks the end of an 18-year association with Nike and signals a bold new direction for Singapore footballâ??s visual identity.

The new Adidas kits made their competitive debut on 7 August 2026 when Singapore faced Indonesia â?? and the Lions made quite the impression, showcasing their striking new look in front of a passionate home crowd.

The Singapore Lions debut their new Adidas kit in 2026, marking a landmark moment for Singapore football (Â© Adidas / FAS)

A Landmark Partnership

The Adidas deal represents a significant commercial and symbolic step for Singapore football. Adidas is the worldâ??s second-largest sportswear manufacturer and one of footballâ??s most storied kit suppliers, outfitting clubs and national teams at the very highest level of the game. Securing such a partnership is a statement of intent â?? not merely in terms of commercial value, but in terms of how Singapore football wishes to present itself to the world.

FAS President Lim Kia Tong described the partnership as a â??new eraâ?• for the Lions, highlighting that the collaboration extends beyond kit supply to include broader brand-building and grassroots development initiatives. The multi-year deal, while the exact financial terms were not disclosed, is understood to be the most lucrative kit sponsorship in Singapore football history.

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For Singapore fans who have grown up watching the Lions in Nike, the switch carries a dose of nostalgia alongside genuine excitement. Nikeâ??s 18-year association with the national team spanned multiple ASEAN Championship campaigns, memorable ASEAN Hyundai Cup semi-final nights at Jalan Besar, and countless moments that defined a generation of Singapore football supporters.

The Kits: Design and Colourway

Adidas and the FAS have unveiled two kits for the new partnership: a home and an away strip.

The **home kit** retains Singaporeâ??s traditional all-red colourway, incorporating a distinctive wave motif that runs across the fabric. The design draws subtle inspiration from Singaporeâ??s maritime heritage and national identity, giving the familiar red a fresh, contemporary aesthetic. The Adidas three-stripe branding appears in white on the shoulders, creating a clean contrast against the vivid red base.

The new Adidas home kit for the Singapore Lions features an all-red design with wave motif (Â© Adidas / FAS)

The **away kit** takes a bolder creative step, adopting a **Coventry Blue** colourway â?? a deep, rich blue that has been used sparingly in Singaporeâ??s football history. The away strip features the same three-stripe Adidas detail in white and includes tonal textural elements that give it a premium finish. It is a

striking departure from conventional Singapore away kits, and reaction from fans has been largely positive.

The Adidas away kit for the Singapore Lions features a Coventry Blue colourway (Â© Adidas / FAS)

The Debut: Singapore vs Indonesia

The Lions wasted no time putting the new kits to use. On 7 August 2026, Singapore faced Indonesia in what became the official competitive debut of the Adidas partnership. The match provided an immediate test of the new stripâ??s bona fides, pitting the Lions against one of Southeast Asiaâ??s most competitive rivals.

The FAS had previously staged a kit unveiling event ahead of the match, generating significant buzz on social media and drawing enthusiastic coverage across Singaporeâ??s sporting community. Kits sold out rapidly at official retail points, a strong indicator of fan excitement around the new partnership.

The Lionsâ?? previous encounter with Indonesia had already built significant anticipation between the two sides, and the kit debut added an extra layer of spectacle to proceedings.

What This Means for Singapore Football

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Beyond the aesthetic, the Adidas partnership carries broader implications for Singapore footballâ??s development trajectory. Adidas has a well-established infrastructure for elite player development and grassroots programmes globally, and the FAS has signalled its intention to leverage these resources in support of Singaporeâ??s long-term football ambitions.

Singapore football has been on an upward trajectory, with the Lionsâ?? recent performances in the ASEAN Hyundai Cup and regional competitions generating fresh optimism. The Singapore Premier League 2026/27 season is also set to benefit from increased investment and visibility, and the national teamâ??s new image aligns neatly with efforts to raise the profile of domestic football.

For younger supporters and aspiring footballers watching the Lions take the field in Adidas, the message is clear: Singapore football is moving forward, with ambitions that stretch well beyond the region.

Where to Buy the New Kits

The Singapore Lions Adidas home and away kits for 2026 are available through official Adidas retail outlets in Singapore and the FAS online store. Replica jerseys are also available at major sporting goods retailers islandwide. Given the demand at launch, supporters are advised to check stock availability before visiting stores.

The Adidas x FAS partnership is a moment worth celebrating for Singapore football. With a fresh look and a powerhouse brand behind the Lions, the next chapter is one to watch.

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